

Says

What have we heard them say?  
What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Persona’s name  
Analysing Housing Prices in  
Metropolitan Areas of  
India.(NM2023TMID34310)

Housing prices vary significantly based on the specific metropolitan area and even within different neighborhoods of the same city. Factors such as proximity to employment centers, transportation hubs, schools, and amenities can impact prices.

The balance between housing supply and demand is a fundamental driver of prices. In many metropolitan areas, rapid urbanization and population growth have led to increased demand for housing, putting upward pressure on prices. Shortages in housing supply can exacerbate this effect.

The overall economic health of a metropolitan area plays a crucial role in housing prices. Cities with strong job markets and higher income levels tend to have higher housing prices. Conversely, economic downturns can lead to price stagnation or declines.

Assess the economic health and growth prospects of the metropolitan area. Strong economic growth often drives demand for housing, leading to price increases.

Evaluate the availability of jobs and employment opportunities in the area. Cities with robust job markets tend to have higher housing demand.

Infrastructure Development: Assess ongoing and planned infrastructure projects that can impact property values, such as new transportation links or commercial developments.

Gather historical data on housing prices in the metropolitan area you are studying. This data can typically be obtained from government agencies, real estate associations, or private data providers.

Assess the overall economic conditions of the metropolitan area, including GDP growth, employment rates, and income levels. A strong economy often leads to higher housing demand and prices.

Evaluate the desirability of different neighborhoods within the metropolitan area. Factors such as proximity to schools, workplaces, public transportation, and amenities can affect prices.

Gauge the sentiment of local residents and potential buyers regarding the housing market. This can be done by analyzing online forums, social media discussions, and news articles to understand public sentiment.

Conduct interviews and surveys with residents, real estate agents, and potential buyers to gather qualitative data on their feelings and attitudes towards housing prices.

Keep an eye on local news and events that might have an emotional impact on the housing market, such as major infrastructure projects or changes in government policies.

Does

What behavior have we observed?  
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?